

MTDC Meeting Agenda

9:00 a.m. on May 25, 2017

The Lion Conference Room

610 Peppers Ferry Road, Christiansburg

Welcome and Introductions, Vice Chair, Connie Hale

Approval of Minutes from February 23, 2017

Director's Report – *enclosed*

Roots Rated Travel Writer

VACo Board Meeting

Discussion

Highlights of Strategic Plan FY 18-20

Highlights of 2016 Customer Profile and Website Feedback Survey

Grant Application Award

Montgomery County JAM

Upcoming Activity

JUNE

March Welcome Center Blitz- Rocky Gap

Mountains of Music Homecoming

JULY

Rally North American- Christiansburg

VT Orientations

AUGUST

Steppin Out

Opportunities

TransAm Bicycle Race- Adventure Cycling Association

-Astoria OR to Yorktown VA

Marketing Materials

Lost Communities- Backroads of Southwest Virginia brochure

Mountains of Music Homecoming- Regional and National programs

Montgomery County Tourism map

Summer Fun discount cards

Upcoming Meetings:

MTDC:

August 24

November 16

Hospitality & Tourism Partnership Meeting:

June 7

September 6

December 6

Tourism Board Meetings: Monthly, Third Friday